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Subject: Update from ASI at 8 a.m.
Attachments: OPS Protest Dashboard_7Feb2022_8am.pdf

Unclassified

Chief and Command,
8am ASI Update

TREND:

- Volume of engagement – ~31K Sunday, steady past few days
- Overall sentiment of social media posts – virtually unchanged from Saturday (58% negative, 25% neutral, 17% positive)
- Sentiment towards OPS - virtually unchanged from Saturday (57% negative, 25% neutral, 18% positive)
- Volume of engagement re counter-protests – significant drop from ~16K Saturday to ~5K Sunday
- Sentiment re. counter-protests – increase in positive sentiment (60% negative, 18% neutral, 22% positive)

SENTIMENT (ASI Qualitative Analysis):

- New Qualitative Insights expected at 10am .

IMPACT:

- Sentiment towards OPS virtually unchanged from yesterday, but will monitor as day progresses to assess impact of enforcement activities Sunday night.

ACTION:

- Forwarded Sunday 9pm media release to ASI for awareness.

John